



Worksafe Communication & Research Coordinator

Job Application Pack

Welcome to BKM Evolve our exciting new social enterprise

Introduction

Betknowmore UK has launched **BKM Evolve** to create a new enterprise that aims to address the prevention and reduction of gambling harms through bespoke and accredited training and consultancy programmes. It has been identified that areas such as the workplace, health services and key front-line workers, require enhanced knowledge, skills and resources to enable the safe and effective management of gambling health, risk and compliance issues.



Launched in 2021, **BKM Evolve is the charity's social enterprise business, hosting its training and consultancy work.** Each programme of work provides fully bespoke training, resources, and accredited services. Delivery formats range from in-person classroom to eLearning and address current and newly emerging issues, such as challenges associated with working from home to digital harms.



Welcome to BKM Evolve an introduction from our Founder

A warm welcome to BKM Evolve

Thank you for expressing an interest in a new opportunity we have available at BKM Evolve. This is a really exciting time to join the gambling support and training sector, we are at the forefront of providing new and innovative services, supporting gamblers, affected others and organisations in different communities and sectors.

Join us as our new Worksafe Communications & Research Coordinator

Worksafe is a new training and consultancy programme, that aims to prevent and reduce gambling harms in the workplace.

We are seeking someone who will:

- Inform, engage and influence key audiences in order to generate interest in and support for Worksafe objectives and to market Worksafe's services, through compelling, evidence based, messages.
- Support the delivery of optimised research content which engages the range of Worksafe's public and professional stakeholders.
- Personally represent Worksafe with these key audiences, both via digital channels and face-to-face, to support the Worksafe service's awareness and marketing aims.

Our experience working within the gambling support and treatment sector helps to evolve our mission and where we can have most impact. We acknowledge, for example, that person-centred, holistic health and empowerment approaches can be particularly effective, particularly when under-pinned by the voice of experts by experience.

The successful candidate will need to believe in keeping the integrity and value of this approach.

The successful candidate will have a proven track record in communications and marketing projects; through online, face to face and hybrid methods. Ideally, you would have experience with communications and marketing around health and wellbeing projects, but your ability to deliver is what is most important. You will have experience of working in a small team (content development, training co-ordinators, subject matter experts), and, reporting to our Project Manager, will be happy to help develop and refine brilliant marketing and communications materials and plans and then going out and delivering on them.

You will also need to support our Project Manager and Research and Evaluation Manager in developing our research for Worksafe, both to support the service's awareness/marketing needs, and to implement an internal program of continued monitoring, evaluation and improvement. It would be helpful if you had lived experience of

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using health/wellbeing/addiction/support services and understand how to use the expertise gained through this to help such services become more effective in serving their clients, enabling them to thrive and flourish. Whether you have such direct experience or not, you will share our commitment to enabling the voice of lived experience to be at the centre of training solutions which we're developing to help make the changes needed to prevent and address gambling related harms at work and in our communities.

This is a unique opportunity to join our growing organisation at an exciting time in its development, and to help us shape and deliver new and exciting services. If you are an open, empathic, and flexible person, a creative thinker with a genuine desire to join us in our mission to reduce gambling related harm, we would love to hear from you. Good luck with your application and thank you for your interest in our work.



Frankie Graham

Frankie Graham

CEO, BKM Evolve

Founder & CEO, Betknowmore UK

Communications & Research Coordinator Job Role

Role Specifics

Programme:



Worksafe

Location:

This position is home based with some essential travel requirement.

Remuneration package:

We offer a starting salary of up to £32,000 per annum, depending on experience and qualifications. Other benefits include pension, 25 days paid annual leave per year. This is a fixed term appointment for a period of one year initially, subject to satisfactory role performance.

Application:

To apply for this role please send your CV along with a maximum 2 page supporting letter to stephen@betknowmoreuk.org outlining why you are the right person for this role.

Closing date:

29th August 2022

Interview date:

Week beginning 5th September 2022

The Disclosure & Barring Service (DBS) - Disclosure

BKM Evolve aims to promote equality of opportunity for all with the right mix of talent, skills and potential. BKM Evolve welcomes applications from diverse candidates. Criminal records will be taken into account for requirement purposes only when the conviction is relevant. As BKM Evolve meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013) by SI 2013 1198. All applicants who are offered employment will be subject to a criminal record check from the Disclosure & Barring Service before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions.

Communications & Research Coordinator

Person Specifics

Key Tasks

- To work with the Programme Manager and other relevant team members to develop a communications strategy for Worksafe.
- To implement that strategy by producing engaging, clear and impactful content and information for all of Worksafe's digital/printed marketing and communications channels which might include the website, social media channels, magazine, newsletters, press releases and more.
- Be a public face of Worksafe in digital spaces and at meetings and events.
- Take on speaking engagements for Worksafe, presenting the programme to multiple audiences.
- To work with the Project Manager, Trainers and Content Developer to develop your training skills and, when necessary, deliver training elements of Worksafe.
- Provide training and support to staff and volunteers to enable them to talk to varied audiences about Worksafe.
- Support the identification of new opportunities to engage people affected by gambling related harms in the workplace.
- Work with our Research and Evaluation Manager to build and maintain an excellent knowledge of the global landscape of gambling related harms research.
- Work with our Research and Evaluation Manager and the Worksafe Project Manager to determine the monitoring, evaluation and research activities for Worksafe.
- Implement the monitoring, evaluation and research activities agreed for Worksafe.
- To act as an ambassador for the project and the organisation as a whole through contact with learners, employers and other key stakeholders.
- To work collaboratively with programme team and other Betknowmore stakeholders as the needs of the project direct, engaging their support and ensuring a unified direction of travel.

Qualifications & Key Experience

- Operational and/or management experience developing and implementing marketing and communications strategies.
- Operational and/or management experience of sales.
- Knowledge and understanding of research protocols, publications and databases.
- Demonstrable experience of working both with smaller and larger organisations.

Communications & Research Coordinator

Person Specifics

Skills & Knowledge

- The ability to design and deliver a marketing and communications strategy which aligns to project aims and objectives and promotes awareness and understanding.
- A strong understanding of workplace training in the context of adult learning.
- A strong understanding of health and wellbeing in the workplace and recognition of approaches to improve individual and organisational health.
- A natural collaborator and empathetic individual.
- An innovative, creative and solutions focussed approach to your work.
- An appreciation and commitment to inclusivity and strengthening the voice of lived experience to help reduce stigma and contribute to social change.
- Excellent presentation and interpersonal skills with the confidence and ability to engage and influence stakeholders with differing priorities and need.

Essential Experience

- Demonstrable knowledge of social and print media campaigns.
- Demonstrable knowledge of research protocols.

Desirable Experience

- Experience in delivering training in the health and wellbeing/safeguarding space.
- Relevant lived experience alongside an appreciation of the value of a range of approaches and perspectives which contribute to developing understanding and insight.